

Message Text

UNCLASSIFIED

PAGE 01 SYDNEY 01061 230909Z

44

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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R 230730Z MAY 75

FM AMCONSUL SYDNEY

TO SECSTATE WASHDC 6239

INFO USDOC WASHDC

AMEMBASSY CANBERRA

AMCONSUL MELBOURNE

AMCONSUL BRUSBANE

AMCONSUL PERTH

UNCLAS SYDNEY 1061

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJ: IN-STORE PROMOTION, FY 1976

REF : STATE 117803

1. INFORMATION CONTAINED IN REFTEL AND MATERIAL DESCRIBED
IN PARA. 3 GIVEN TO JAMES TIMMS BY CONGEN AND COMMERCIAL
OFFICER.

2. TIMMS OBVIOUSLY DISAPPOINTED IN THE LACK OF FINANCIAL
SUPPORT AS DISCUSSED PREVIOUSLY WITH DAVID JONES PRESIDENT
CHARLES LLOYD JONES. HE WAS DELIGHTED WITH THE INFORMATION
PROVIDED HIM CONCERNING ACQUISITION OF CENTERPIECES, FINE
ARTS EXHIBITS, ENTERTAINERS AND PERSONALITIES, DRESS
DESIGNERS, AND SIMILAR ITEMS DESCRIBED IN REFTEL.

3. MR. TIMMS WILL VISIT WASHINGTON, D.C. ON MONDAY, JUNE
23, 1975 AND HAS REQUESTED MEETING WITH ROY GOOTENBERG WHOM HE
KNOWS AND SUCH OTHER MEMBERS OF THE IN-STORE PROMOTION STAFF AS MAY
BE APPROPRIATE. POST WOULD APPRECIATE ADVICE AS TO
LOCATION AND TIME OF MEETING. MR. TIMMS WILL ONLY BE
IN WASHINGTON ON MONDAY AND GOES TO NEW YORK ON TUESDAY.
HE WILL BE STAYING AT THE WASHINGTON HILTON HOTEL.

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PAGE 02 SYDNEY 01061 230909Z

4. MR. TIMMS SEES THIS VISIT AS PRELIMINARY TO

SENDING OTHER STAFF TO THE US TO MAKE FIRM ARRANGEMENTS
FOR THE RESERVING OF OTHER ITEMS DESCRIBED IN REFTEL.

5. USDOC SHOULD BEAWARE MR. TIMMS WILL RAISE THE
POINT OF FINANCIAL SUPPORT FOR THIS IN-STORE PROMOTION
WHILE IN WASHINGTON AND HOPEFULLY AN AFFIRMATIVE RESPONSE
WILL BE FORTHCOMING.

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